

ABSTRACT

A method of determining a geographic location of an Internet user in a private network involves use of an internal server placed within the private network. The internal server determines the geographic location of the Internet user and returns this information to the requestor. The internal server can determine the geographic location in any suitable manner, such as through a table mapping the Internet user's internal address to external address or a database of Internet users' addresses.

Preferably, the Internet user requesting information from a web site is redirected by that site to the internal server and then the internal server, after it determines the geographic location, redirects the Internet user back to the web site in order to supply the site with the geographic location information.